



WPTV

ORDER

Print Date 09/06/12

Page 1 of 3

Flight Dates 09/07/12-09/10/12

Contract / Revision 310184 / Product Romney for President, Inc.

Original Date / Revision 09/05/12 09/06/12 Agency Com 15%

Advertiser Romney / Republican / Presi
138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 59

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	47	\$15,497.20	\$18,232.00	0.00
Totals	47	\$15,497.20	\$18,232.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	47	\$15,497.20	\$18,232.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/07/12	09/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/12	09/13/12	----1--		1		\$400.00		0.00					
N 2	WPTV	09/07/12	09/10/12	M-F 7-9a M-F 7-9a	CM	7-9a	2---2--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/07/12	09/13/12	2---2--		4		\$400.00		0.00					
N 3	WPTV	09/07/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	1---1--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00



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Page 2 of 3

Contract / Revision **310184** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **59**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/07/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	1---1--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	1---1--					2	\$150.00		0.00			
N 4	WPTV	09/07/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	1-----					1	\$150.00		0.00			
N 5	WPTV	09/07/12	09/10/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	2---2--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	2---2--					4	\$125.00		0.00			
N 6	WPTV	09/07/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1-2p	1---1--	:30	2	\$116.00	P-3	0.00	NM	2	\$232.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	1---1--					2	\$116.00		0.00			
N 7	WPTV	09/07/12	09/10/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	----1--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	----1--					1	\$250.00		0.00			
N 8	WPTV	09/07/12	09/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	----2--	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	----2--					2	\$425.00		0.00			
N 9	WPTV	09/07/12	09/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	----2--	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	----2--					2	\$425.00		0.00			
N 10	WPTV	09/07/12	09/10/12	M-F 6-630p M-F 6-630p	CM	6-630p	2---2--	:30	4	\$525.00	P-3	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	2---2--					4	\$525.00		0.00			
N 11	WPTV	09/07/12	09/10/12	M-F 7-730p M-F 7-730p	CM	7-730p	1---1--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	1---1--					2	\$500.00		0.00			
N 12	WPTV	09/07/12	09/10/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	2---2--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	2---2--					4	\$500.00		0.00			
N 13	WPTV	09/07/12	09/10/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	-----S-					2	\$300.00		0.00			
N 14	WPTV	09/07/12	09/10/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	-----S-					2	\$600.00		0.00			
N 15	WPTV	09/07/12	09/10/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/07/12	09/13/12	-----S					1	\$100.00		0.00			



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Print Date: 09/06/12

Page 3 of 3

Contract / Revision **310184** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President, Inc.** Estimate # **59**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/07/12	09/10/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					1	\$100.00		0.00			
N 16	WPTV	09/07/12	09/10/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					1	\$150.00		0.00			
N 17	WPTV	09/07/12	09/10/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					1	\$350.00		0.00			
N 18	WPTV	09/07/12	09/10/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					1	\$1,200.00		0.00			
N 19	WPTV	09/07/12	09/10/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					1	\$300.00		0.00			
N 20	WPTV	09/07/12	09/10/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	-----S					2	\$600.00		0.00			
N 21	WPTV	09/07/12	09/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	1-----					1	\$450.00		0.00			
N 22	WPTV	09/07/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10-11a	----1--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	----1--					1	\$175.00		0.00			
N 23	WPTV	09/07/12	09/10/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	1-----					1	\$275.00		0.00			
N 24	WPTV	09/07/12	09/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	2-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	2-----					2	\$500.00		0.00			
N 25	WPTV	09/07/12	09/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	2-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/07/12	09/13/12	2-----					2	\$500.00		0.00			
													Totals	47	\$18,232.00